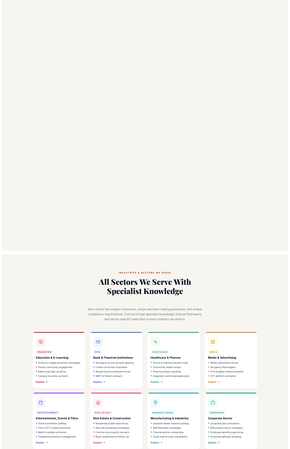

● INDIA'S FIELD MARKETING LEADERS

We Connect Your Brand to *Real People* in Real Markets

Fulcrum is India's trusted offline marketing agency — delivering face-to-face brand activation, field sales, and customer acquisition across 250+ cities with 3,000+ trained field professionals.

Start Your Campaign   Field Marketing →

ld Professionals ✦ 5,000+ Campaigns Executed ✦ ☆ 250+ Brands Served ✦ Real-Time GPS Reporting ✦ ✓ 10+ Years of Excellence ✦ 250+ Cities Covered

250+ CITIES PAN INDIA

3,000+ FIELD PROFESSIONALS

5,000+ CAMPAIGNS EXECUTED

250+ BRANDS SERVED

10+ YEARS OF EXCELLENCE

ABOUT FULCRUM

India's Trusted Offline Marketing & Sales Agency — We Walk With Your Brand

We have a team of marketing and sales professionals and trainers committed to ensuring effective delivery of your message from brand to prospective customer. Our specialty is tailor-fitting our service to each client's unique needs — ensuring compliance and delivering ethical sales every single time.

We are focused on compliant and ethical selling that puts the needs of the customer first. We value transparency, integrity, diligence, and hard work to ensure that our employees, clients, and customers all get the best experience possible.

- ✓ Pan India field presence with deep local market expertise
- ✓ Technology-backed real-time GPS reporting & dashboards
- ✓ Ethical, transparent & compliance-driven campaign execution
- ✓ Tailored solutions for every brand, industry, market & budget

Know More About Us →

250+ CITIES

10+ YEARS

250+ BRANDS

3K+ STAFF

Transparency

Open reporting, daily visibility, no hidden costs

Integrity

Ethical selling that always puts customer needs first

Diligence

Consistent hard work that delivers measurable results

People First

Our team, clients & customers all get the best experience

OUR SERVICES

End-to-End Marketing & Sales Services That Drive Growth

From field marketing and brand activation to sales outsourcing and lead generation — every service you need to grow your brand across India's real markets.

FIELD MARKETING

Field Marketing Agency

- Society & residential activation
- Corporate park outreach
- Retail & in-store marketing
- Campus & youth campaigns

Explore →

BRAND ACTIVATION

Brand Promotions & BTL

- BTL activation services
- Product sampling events
- Society & mall activation
- Promotional staffing

Explore →

SALES OUTSOURCING

Outsourced B2B Sales

- Field sales executives
- B2B sales outsourcing
- Channel partner acquisition
- Sales force management

Explore →

LEAD GENERATION

Lead Generation & Acquisition

- B2B lead generation
- Direct customer acquisition
- Appointment setting
- Tele + field combo campaigns

Explore →

RETAIL MARKETING

Retail & Merchandising Services

- Retail merchandising agency
- In-store brand activation
- Retail audit services
- POS & display management

Explore →

TELEMARKETING

Telemarketing & Call Center

- B2B outbound telesales
- Inbound call center
- Outbound call center
- B2B appointment setting

Explore →

EVENTS

Events & Promotional Staffing

- Brand ambassador staffing
- Tradeshow & event staff
- Product launch events
- Emcees & presenters

Explore →

RECRUITMENT

Recruitment & Flexible Staffing

- Sales team recruitment
- Flexible & gig staffing
- Promotional staff supply
- Training & onboarding

Explore →

View All Services →

INDUSTRIES & SECTORS WE SERVE

All Sectors We Serve With Specialist Knowledge

Each sector has unique consumers, unique decision-making processes, and unique compliance requirements. Fulcrum brings specialist knowledge, trained field teams, and sector-specific execution to every industry we work in.

EDUCATION

Education & E-Learning

- School & college enrolment campaigns
- Parent community engagement
- Edtech app sign-up drives
- Campus & society outreach

Explore →

BFSI

Bank & Financial Institutions

- Savings & current account opening
- Credit card & loan acquisition
- Mutual fund & investment drives
- NBFC & fintech outreach

Explore →

HEALTHCARE

Healthcare & Pharma

- Doctor & chemist outreach visits
- Community health camps
- Pharma product sampling
- Diagnostic centre lead generation

Explore →

MEDIA

Media & Advertising

- Media subscription drives
- Ad agency field support
- Print & digital media promotion
- OTT platform activation

Explore →

ENTERTAINMENT

Entertainment, Events & Films

- Event & exhibition staffing
- Film & OTT content promotion
- Mall & multiplex activation
- Tradeshow presence management

Explore →

REAL ESTATE

Real Estate & Construction

- Residential project lead drives
- Site visit scheduling campaigns
- Commercial property outreach
- Buyer qualification & follow-up

Explore →

MANUFACTURING

Manufacturing & Industries

- Industrial dealer network building
- B2B field sales campaigns
- Channel partner onboarding
- Trade meet & expo coordination

Explore →

CORPORATE

Corporate Sector

- Corporate park activations
- B2B product demo campaigns
- Employee benefit programmes
- Corporate gifting & sampling

Explore →

CONSULTING

Consulting Agency & Startups

- Go-to-market execution support
- Client acquisition drives
- Market validation campaigns
- Brand building on a budget

Explore →

E-COMMERCE

E-Commerce & Retail

- App download & signup drives
- Seller & merchant onboarding
- Retail channel placement
- D2C offline acquisition

Explore →

STARTUPS

Startup & Early-Stage Companies

- Fast go-to-market execution
- Customer acquisition on a budget
- Flexible commercial terms
- Scale from pilot to national

Explore →

FMCG

FMCG Industry

- Product sampling campaigns
- In-store brand activation
- Retailer listing & distribution
- Retail audit & merchandising

Explore →

IT & TECH

IT, Networks, Hardware & Software

- SME & enterprise B2B field sales
- IT product demo drives
- Network & hardware outreach
- Software subscription campaigns

Explore →

We Help You

Launch your business.

No matter your industry, we are committed to delivering innovative solutions that elevate your brand. **Get in touch with us** today to explore how we can help you achieve your marketing goals!

CALL US : +91 8484099961

Email:- info@fulcrumresources.net

★★★★★

3x Brand visibility increase within 60 days of campaign

> *Fulcrum's field marketing team is exceptional. They executed our pan-India BTL campaign across 18 cities with complete professionalism. Daily reports, trained staff, and outstanding results.*

A **Ananya Patil**
Brand Manager — FMCG Company

★★★★★

320 New dealer partners onboarded in 90 days

> *We outsourced our entire B2B sales operation to Fulcrum. Within 3 months they built a dealer network across two states. Their field teams are well-trained, disciplined, and genuinely business-driven.*

R **Rajesh Kumar**
National Sales Head — Consumer Durables

★★★★★

2,400 Verified leads generated in 5 weeks of activation

> *Fulcrum's society activation campaign generated 2,400 verified insurance leads in 5 weeks. The promoters were knowledgeable, compliant, and represented our brand exactly as we wanted.*

S **Sneha Mehta**
Marketing Director — Insurance Company

Get in touch with us, we would love to discuss your marketing needs.

Let us help you plan and execute a great marketing strategy.

Call Us : 8484099961

Email:- info@fulcrumresources.net

contact-us

Send Us Your Requirements

Enquiry Form

First name

Last name

Mobile phone number*

Email*

Message

This reCAPTCHA is for testing purposes only. Please report to the site admin if you are seeing this.

protected by reCAPTCHA

Submit

Create your own free forms to generate leads from your website.

India's trusted field marketing, sales outsourcing, staffing, and brand activation agency — Pan India, 250+ cities.

☎ +91 8484099961

www.fulcrumresources.net
Pan India — 250+ Cities, Urban & Rural

- About Us
- Experience
- Values & Philosophy
- Our Process
- How We Work
- Staffing
- Flexible Staffing
- Sales Force Management
- Careers
- Find Our Locations

- All Services
- Field Marketing
- Offline Marketing
- Customer Acquisition
- Telemarketing
- Lead Generation
- Outsourced Sales
- B2B Sales Outsourcing
- Merchant Onboarding
- Retail Marketing

- Brand Promotions
- BTL Activation
- Society Activation
- Product Sampling
- Events
- In-Store Activation
- Retail Audit
- Retail Merchandising
- Industries We Serve
- Contact Us

ALL SERVICES

Door-to-Door Marketing · Field Marketing · B2B Sales Outsourcing · Telemarketing · Appointment Setting · Lead Generation · B2B Lead Generation · Customer Acquisition · BTL Activation · Society Activation · Brand Promotions · Product Sampling · Demonstration Activities · In-Store Activation · Retail Marketing · Retail Merchandising · Retail Audit · Channel Partner Acquisition · Merchant Onboarding · Field Sales Activation · Outsourced Sales · Sales Force Management · Outbound Call Center · Inbound Call Center · B2B Telesales · Events & Exhibitions · Promotional Staffing · Recruitment · Flexible Staffing · Branding & Digital

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